

From: NHALIM --VCH0021A
To: AREIMAN --VCH0021A Andre Reiman

Date and time 10.12.92 11:45:06

From: K. I. Ferguson
To : AMR
Subject: Marketing Code

(F)

We have addressed this issue by inviting EEMA Counsel to attend the reviews of 1993 Marketing Plans for Scandinavia/Finland, Turkey and Switzerland.

For other markets, we scrutinised all activities according to the PMI Marketing Code, paying special attention to activities linked to music.

Best regards,

Ian Ferguson

*** Forwarding note from AREIMAN --VCH0021A 16.10.92 07:20 ***

To: JHOGAN --VCH0021A John Hogan NHALIM --VCH0021A K. Ian Ferguson

From: Andre Reiman
Subject: Marketing Code

As you both are painfully aware, the new Philip Morris Marketing Code contains a provision for legal department review of basically all marketing activities.

Following informal discussions with a couple of people involved in some of the promotional and advertising activities in the two Regions, I concluded this would be a rather massive task. When I discussed it with Graham Bogle, he suggested that it might make sense to "second" someone from the marketing area to work with the legal departments. That person would be responsible for initial review of all the different marketing-related programs and would, in that capacity, at least report to legal.

I thought this was a good idea for a number of reasons, not the least of which were that it would minimize strain on the legal departments, it would bring a certain consistency of approach, and it would give you some confidence that, at least on the initial cut, someone who knew something about marketing was involved. It also would give you a line into what the individual markets are doing.

I have discussed this idea with Lee Pollak, and he believes it is worth trying.

Now, it is time for your input. I think it's pretty much a no-brainer, unless you really, really want to have to pass everything by the lawyers in the first instance. But you may feel differently.

In any event, please let me have your views.

Andy

cc: WTHOMA --VCH0021A Walter Thoma
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